



## **Attachment A: Program Outcome Information - *Imagine Chattanooga 20/20***

### **Agency Mission and Description:**

ArtsBuild's mission is to *galvanize broad participation in and widespread support for the arts*. Since 1969 ArtsBuild, previously known as Allied Arts of Greater Chattanooga, has served as the catalyst and singular voice for the arts in our community. We provide general operating support for 14 of the city's major arts and cultural organizations. Additionally, ArtsBuild supports Chattanooga through arts education programs, raising awareness of the value of the arts through advocacy, and serving as the leader to assure successful implementation of *Imagine Chattanooga 20/20*, our community's long-range cultural plan.

### **Program Goal:**

Imagine Chattanooga 20/20 is the community's long-range cultural plan. It is comprised of six primary goals: 1) ensure that all children in the community have access to high-quality in-school and community-based arts education; 2) Chattanooga's arts and cultural community will contribute to the economic development of the region 3) develop equity of opportunity for diverse groups and cultures 4) create a cultural "hub" that provides a consolidated presence of arts organizations in the downtown area 5) foster joint programs to enhance local quality of life for Chattanooga residents 6) provide infrastructure, resources, and tools for artists and art organizations.

### **Outcome Objectives:**

In fall 2012 ArtsBuild launched *Community Cultural Connections*, a new grants initiative which awarded \$60,000 in small grants to 23 organizations that will make arts and culture more accessible to underserved populations including geographic, ethnic, age and individuals with disabilities. ArtsBuild staff is meeting regularly with a core group of community arts leaders to determine the most effective implementation of a downtown cultural hub. ArtsBuild is actively pursuing additional funding for the *Imagine!* Initiative to include the remaining elementary school grade levels.

### **Priority Area Addressed:**

To address long-term issues of sustainability and capacity building in the arts sector; to determine the sector's capacity for collaboration and strategic alliances that will lead to greater efficiencies and its ability to work with other elements of the community, including tourism; to assess the community's interest in and need for arts and cultural education services; to review existing and planned cultural facilities and assess the need for additional ones; to identify underserved communities and groups and gaps in arts and cultural services; to assess opportunities to increase the impact of arts and culture on community and downtown economic development; and to determine the need for operating and capital funding for the cultural sector.



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### **Means of Measurement:**

The *Imagine Chattanooga 20/20* Steering Committee and ArtsBuild will assess the quality of each objective to determine its effectiveness. They will measure the increases in fundraising, the diversity of audience served and the number of audience members.

### **Outcome Results:**

More than 20 years ago, ArtsBuild (Allied Arts) initiated a Cultural Plan for Chattanooga that resulted in significant growth for the arts and cultural organizations in Chattanooga. ArtsBuild has been officially designated to implement the broad-based community cultural plan to address the changing needs of the community. The *Imagine Chattanooga 20/20* cultural plan outcomes in priority areas will be reviewed by the Imagine Chattanooga Steering Committee and ArtsBuild Board of Directors. Overall results will include an increase in support for and participation in arts and culture educational programs, performances and exhibits, as well as an increase in the perceived value of arts and culture by our community.

### **Comparative Information:**

Major cities in the United States, including Chicago, Cleveland, Charlotte, Los Angeles, Phoenix, Philadelphia and Dallas, have developed community cultural plans which have resulted in the creation of vibrant cultural communities.